(c) whether Government have fixed dates for starting the broadcasting from these stations; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) List of AIR Stations which are ready but awaiting sanction of staff to commence broadcasting is given below alongwith their date of technical readiness:

(i) Dharmapuri (Tamil Nadu)—FM (March, 2001)
(ii) Himmatnagar (Guj)—MW (March, 2001)
(iii) Machrela (Andhra Pradesh)—FM (March, 2001)
(iv) Mandla (M.P.)—FM (March, 2002)
(v) Manjeri (Kerala)—FM (March, 2002)
(vi) Rajgarh (M.P.)—FM (March, 2002)
(vii) Saraipalli (Chhattisgarh)—FM (March, 2002)
(viii) Soro (Orissa)—MW (March, 2002)
(ix) Kupwara (J and K)—MW (March, 2002)
(x) Nyomarap (J and K)—MW (March, 2002)
(xi) Tiesuru (J and K)—MW (March, 2002)
(xii) Drass (J and K)—MW (March, 2002)
(xiii) Diskit (J and K)—MW (September, 2002)
(xiv) Padum (J and K)—MW (September, 2002)

These stations will be made function as soon as the staff is available, for which efforts are being made.

In addition, FM Transmitter at Churachandpur has been technically ready since March, 2000. Decision regarding link language of the station is awaited from the State Government in order to commence broadcasting.

Content regulation for media

1949. SHRI NANA DESHMUKH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there appears to be a need for strong and transparent content regulation for working of the consumer friendly media;

(b) if so, the steps being taken in this regard;

(c) by when, the Bill for achieving the aforesaid is likely to be introduced in Parliament;

(d) whether it is a fact that some norms are needed to be followed which should be adhered to while advertising certain kind of products;

(e) if so, the details thereof; and

(f) the action being taken to get them observed?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) A proposal to introduce lagislation for regulating content broadcast on electronic media is under consideration.

(d) to (f) Programmes of all television channels, transmitted or re-transmitted through a cable network, are required to adhere to the provisions of the advertising code prescribed under Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Appropriate action is taken from time to time against TV channels for violations of the Code.

Policies hampering the growth of Newspaper Industry

1950. SHRI DATTA MEGHE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's attention has been drawn to the news-item captioned, "Newspapers suffering due to Government policies", which appeared in the Hindu dated the 5th January, 2003;

(b) if so, whether Governemnt policies are hampering the growth of the Newspaper Industry in the country;

(c) if so, the details of representations received by Government to provide various incentives to Newspaper Industry; and

(d) the action taken by Government on such representations and the outcome thereon?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) The Ministry of Information and Broadcasting have been receiving